

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Change to:

1 - 155. (cancelled without prejudice)

156. (new) A non-transitory computer program product, the computer program product executable in a processing system and configured to perform a series of steps, comprising:

preparing a plurality of data representative of an organization from a plurality of systems and a user input for processing where said data comprises a market value for each of one or more organization securities,

using at least a portion of said data to calculate an organization market value and a value for each of one or more components of organization value,

learning from at least a portion of the data as required to quantify a tangible impact of one or more elements of value on the one or more components of value, the organization market value and one or more discount rates for one or more real options,

determining a value for a real option category of value using said discount rates,

calculating and storing a market sentiment value by subtracting the previously calculated values for the components of value and the real option category of value from the organization market value, and

completing one or more automated trades of an organization equity security based on the calculated market sentiment value.

157. (new) The computer program product of claim 156, wherein the steps further comprise developing and storing a linear or nonlinear predictive model that identifies the impact of each of the elements of value on the market sentiment value.

158. (new) The computer program product of claim 156, wherein each of the one or more discount rates for the one or more real options comprise a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the organization market value.

159. (new) The computer program product of claim 156, wherein the organization physically exists.

160. (new) The computer program product of claim 156, wherein the one or more elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

161. (new) The computer program product of claim 157, wherein said predictive model outputs a forecast of the value of market sentiment and the one or more automated trades of an organization equity security are based on the forecast value of market sentiment.

162. (new) The computer program product of claim 156, wherein learning from at least a portion of the data as required to quantify the tangible impact of the one or more elements of value on the one or more components of value comprises developing a linear or nonlinear predictive model for each component of value.

163. (new) A trading method, comprising:

using a computer to complete at least one of the steps of:

preparing a plurality of data representative of an organization from a plurality of systems and a user input for processing where said data comprises a market value for each of one or more organization securities,

using at least a portion of said data to calculate an organization market value and a value for each of one or more components of organization value,

learning from at least a portion of the data as required to quantify a tangible impact of one or more elements of value on the one or more components of value, the organization market value and one or more discount rates for one or more real options,

determining a value for a real option category of value using said discount rates,

calculating and storing a market sentiment value by subtracting the previously calculated values for the components of value and the real option category of value from the organization market value, and

completing one or more automated trades of an organization equity security based on the calculated market sentiment value.

164. (new) The method of claim 163, wherein the method further comprises developing and storing a linear or nonlinear predictive model that identifies the impact of each of the elements of value on the market sentiment value.

165. (new) The method of claim 163, wherein each of the one or more discount rates for the one or more real options comprises a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the organization market value.

166. (new) The method of claim 163, wherein the organization physically exists.

167. (new) The method of claim 163, wherein the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

168. (new) The method of claim 164, wherein said predictive model outputs a forecast of the value of market sentiment and the one or more automated trades of an organization equity security are based on the forecast value of market sentiment.

169. (new) The method of claim 163, wherein learning from at least a portion of the data as required to quantify the tangible impact of the one or more elements of value on the one or more components of value comprises developing a linear or nonlinear predictive model for each of the components of value.

170. (new) A trading system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to:

- prepare a plurality of data representative of an organization from a plurality of systems and a user input for processing where said data comprises a market value for each of one or more organization securities,

- use at least a portion of said data to calculate an organization market value and a value for each of one or more components of organization value,

- learn from at least a portion of the data as required to quantify a tangible impact of one or more elements of value on the one or more components of value, the organization market value and one or more discount rates for one or more real options,

- determine a value for a real option category of value using said discount rates,

- calculate and store a market sentiment value by subtracting the previously calculated values for the components of value and the real option category of value from the organization market value, and

complete one or more automated trades of an organization equity security based on the calculated market sentiment value.

171. (new) The system of claim 170, wherein the processor develops and stores a linear or nonlinear predictive model that identifies the impact of each of the elements of value on the market sentiment value.

172. (new) The system of claim 170, wherein each of the one or more discount rates for the one or more real options comprise a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the organization market value.

173. (new) The system of claim 170, wherein the calculated .

174. (new) The system of claim 170, wherein the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

175. (new) The system of claim 171, wherein said predictive model outputs a forecast of the value of market sentiment and the one or more automated trades of an organization equity security are based on the forecast value of market sentiment.

176. (new) The system of claim 170, wherein learning from at least a portion of the data as required to quantify the tangible impact of the one or more elements of value on the one or more components of value comprises developing a linear or nonlinear predictive model for each of the components of value.

177. (new) A trading apparatus, comprising:

means for preparing a plurality of data representative of an organization from a plurality of systems and a user input for processing where said data where said data comprises a market value for each of one or more organization securities,

means for using at least a portion of said data to calculate an organization market value and a value for each of one or more components of organization value,

means for learning from at least a portion of the data as required to quantify a tangible impact of one or more elements of value on the one or more components of value, the organization market value and one or more discount rates for one or more real options,

means for calculating a present value for a real option category of value using said discount rates,

means for calculating and storing a market sentiment value by subtracting the previously calculated component and real option values from the organization market value, and

means completing one or more automated trades of an organization equity security based on the calculated market sentiment value.

178. (new) The apparatus of claim 177, wherein the apparatus further comprises means for developing and storing a linear or nonlinear predictive model that identifies the impact of each of the elements of value on the market sentiment value where said predictive model outputs a forecast of the value of market sentiment.

179. (new) The apparatus of claim 177, wherein each of the one or more discount rates for the one or more real options comprise a base discount rate plus a risk factor for each of the elements of value that makes a causal contribution to the organization market value.

180. (new) The apparatus of claim 177, wherein the organization physically exists.

181. (new) The apparatus of claim 177, wherein the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

182. (new) The apparatus of claim 178, wherein said predictive model outputs a forecast of the value of market sentiment and the one or more automated trades of an organization equity security are based on the forecast value of market sentiment.

183. (new) The apparatus of claim 177, wherein learning from at least a portion of the data as required to quantify the tangible impact of the one or more elements of value on the one or more components of value comprises developing a linear or nonlinear predictive model for each component of value.